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TO: ALL ROU'S

PLEASE SEND TO ALL AFFECTED SALES REPS, RETAIL REPS, DIVISION MANAGERS, AND RETAIL MANAGERS

SUBJECT: KMART - CID 0002-XX-XX
RESET NOTICE

Ladies and Gentlemen:

Kmart has sent a directive which requires the removal of the dual sided RJR Permanent Floor Display (PFD) from the sales floor in all stores. This same memo requires ***MANDATORY*** placement of a single sided PFD on the #3 checkout endcap.

This direction has occurred without prior knowledge on our part, and Kmart has not asked for assistance from us to implement this change.

I have explained to Kmart that the current dual sided PFD can be split into two separate units and that one side of the current PFD should be used at the checkout end. This should be done by the Kmart store.

As you encounter this situation in your Kmart stores, please assist them as needed. However, if the PFD has been removed and not placed at the #3 endcap, inform the store that their contract will be ended immediately and will not begin until a PFD is placed. If the dual sided unit was saved and can be used, please assist in placing it at the checkout end. If new units must be ordered because a store has destroyed the current fixture, please order through the Detroit ROU, explaining that the order is to replace a fixture previously on location, and we will charge Kmart back for this replacement.

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Source: https://www.industrydocuments.ucsf.edu/docs/kmpm0000

One **IMPORTANT NOTE**: Kmart has several different sized checkout ends!! They are 2.5', 3.0', and 4.0'. The PFD should be placed on their gondola base; however, it will only work on the 3.0' and 4.0' ends. If the store has a 2.5' end, please be sure the store does not place this unit on the gondola base. Also, please inform Maureen at the Detroit ROU so we can get an accurate count of stores without a PFD on location.

Thanks for your assistance.

Sincerely,

Jack

Jack Geeting

cc RSM's

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